

Abstract

The invention disclosed herein provides a method (200) of providing programs to consumers. The method can include sending electronic program guide information through a digital television network to a digital television receiver (220). The electronic program guide information can include at least one selectable program identifier for initiating a purchase transaction for an item associated with the selectable program identifier. The selectable program identifier can be presented (225), and responsive to a selection of the program identifier, a computer communications link between the digital television receiver and at least one remote server can be established (235). At least one potential purchase transaction for a sale of the item associated with the program identifier can be downloaded (245). The potential purchase transactions can be presented (250), and responsive to a selection (255) of one of the potential purchase transactions, the selected purchase transaction can be initiated (260).